



# MODERN COLOR HARMONY

Sec. 562 P. L. & R.

U. S. POSTAGE

**PAID**

Cincinnati, Ohio

PERMIT 1501

Peter Burkhalter  
265 Spranger  
Berne Ind



# ASK TO SEE THIS INTERESTING COLOR BOOK WHEN YOU COME IN . . .

40 different house color combinations of proven popularity — interesting wall stippling chips — specimen tints obtainable by intermixing colors — large chips on all finishes; these are some features of Foy's Color Book, created to help you in selecting the ideal colors for decorating your home. Come in and look through this book to your heart's content — or ask us to bring it to your home to talk over with you your color requirements. No obligation to you whatsoever.

**THE FOY PAINT CO.**  
INCORPORATED

*Makers of Quality Paints*  
*For More Than a Quarter Century*  
**CINCINNATI, OHIO**





*We will gladly call, at your convenience, to talk over your plans for painting and decorating, no matter how large or small the proposed job. Just phone us — or drop in and see us at the address below.*

# KEEP IN TUNE WITH THE TIMES . . . *Choose* YOUR COLORS NOW

**C**ORRECT color harmony about the house does more than beautify —it puts you in tune with life, makes your home a more exhilarating, cheerier abode. Rightly used, color is a wonderful, magic tool. With it, you literally can enlarge or shrink a room or house, cool or warm an interior; in fact, express almost any mood you desire! For your consideration, we present herein a number of effective interior and exterior color schemes, along with actual color chips to enable you to create still more combinations. We hope these color aids may prove helpful and pleasing to you, and we shall be happy to have you consult us, without obligation, for any further suggestions or assistance we might render. We are at your service always.



**NOTE:** Printed illustrations herein show approximate colors, but the color chips closely represent actual colors (though not finished with the actual paint).



# COMMUNITY EXCHANGE

## BERNE, INDIANA

**Plate F1:** BODY — Foy's Enamelized Rich Cream. SASH, Trim — Permadura Trim Color Verdi Green. SHUTTERS — Enamelized Shutter Green. ROOF — Foy's Creosote Shingle Stain Medium Brown.



**Plate F2:** BODY—Foy's Enamelized Pea Green. SASH, Trim — Enamelized Light Ivory. DOOR—Enamelized Outside White. SHUTTERS—Enamelized Rich Cream. ROOF—Foy's Shingle Stain Dark Brown.



**Plate F3:** BODY, Trim and Sash — Foy's Enamelized Outside White. SHUTTERS — Permadura Trim Color Tropical Blue. ROOF — Foy's Creosote Shingle Stain Medium Red.





# Enamelized

## HOUSE PAINT

**S**MOOTH, lustrous, Foy's B-B (Best-Bodied) ENAMELIZED Paint brings a fresh, rich beauty to houses. It sets a new standard for intense, sustained color (or whiteness), and enduring gloss, free of brush marks. Ground to infinite fineness, this multi-pigmented paint hides solidly, spreads easily, goes farther and lasts years longer than ordinary "first-grade" house paints — it averages more than 450 square feet per gallon, two coats. Rain washes loose dirt from its enamel-like surface. Seasons of hot sun fail to impair its beauty and high protective qualities. Get Foy's ENAMELIZED for utmost value and satisfaction.

Plate F10: BODY — Foy's Enamelized Light Brown. SASH and Trim — Enamelized Rich Cream. SHUTTERS — Enamelized Shutter Green. ROOF — Foy's Creosote Shingle Stain Leaf Green.

The formulation of Foy's ENAMELIZED Paint is the result of approximately 30 years' research by experts whose lives have been devoted to creating better paints. Ask for a copy of Foy's "Facts About House Paint" — a 16-page booklet of interesting facts and color data. Save up to one half on your painting costs!



## EXTERIOR WHITE PRIMER

**E**VEN the best paints cannot hold unless the undercoat binds them securely to the surface underneath. Foy's Exterior Primer achieves this through controlled penetration, plus balanced pigmentation, thus combatting peeling and checking. Also gives finishing coats a better gloss. Can be used under most types of exterior paints, including white lead and oil, on new or old wood, concrete, metal or brick.

## PERMADURA TRIM COLORS

**T**HESE special, permanently bright and attractive colors are adapted for trimming houses, painting trellises, shutters, eaves, store fronts, etc. Dry with positive, lasting gloss. Can be applied one coat over other without flattening. In tests, they withstood several years' exposure before appreciably losing gloss. Ask to see complete Permadura Trim color card.



Plate F11: BODY — Foy's Enamelized Outside White. SASH, Trim — Permadura Trim Color Verdi Green. SHUTTERS — Permadura Trim Van Dyke Brown. ROOF — Shingle Stain Gray.

## SPAR SASH BLACK

A hard-drying black for window sashes, screen frames, etc. Sashes will not stick after so painted.

## FOY'S SCREEN PAINT

This glossy black paint will not clog the mesh. Also for frames, etc. Prevents rust, decay.



Plate F12: WALLS and Cupboard — (Kitchen) Velva-Gloss Nile Green, trimmed in Cream; (Nook Walls) Cream. CEILINGS—Velva-Gloss Pea Green. BASEBOARD—Velva-Gloss Warm Gray. BREAKFAST SET—4-Hour Dri-Fast Enamel Orchid.



Plate F13: WALLS—Velva-Gloss Cream. CEILING — Velva-Gloss Light Ivory. WOODWORK — Velva-Gloss Light Gray.

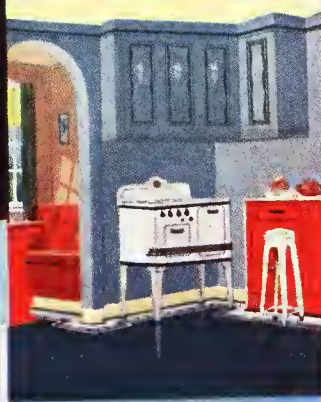


Plate F14: WALLS — (Kitchen) Velva-Gloss Light Blue; (Nook) Light Ivory. CEILINGS — Velva-Gloss Light Ivory. BASEBOARD—Velva-Gloss Cream. FURNITURE —4-Hour Dri-Fast Enamel Orange.

## VELVA-GLOSS (SATIN FINISH)

**M**AKE your kitchen or bathroom glow with the clean, satiny lustre of Foy's Velva-Gloss, modern, washable finish for all interior walls and woodwork. Finger prints, pencil marks, ink spots — even match scratches and iodine — are readily removed from its tile-like surface with soap and water. This oil paint flows on without brush marks, dries with hard, elastic finish of amazing durability over wood, plaster, concrete, brick, metal.

**VELVA-SEAL** — The all-round sealer for interior walls, new or old, including damp walls. Prevents "lime burns." Makes sizing unnecessary. Dries overnight.

## VAR-LIN

**D**IRT-PROOF your print-ed linoleum with this elastic, glass-clear finish. Makes it easy to wipe floors clean. Also for furniture, woodwork, bar tops, etc. Resists hot water, acid, alcohol, ammonia, severe wear. Dries for use in four to six hours. Var-Lin requires no waxing. Beautify and save surfaces with this new finish.



Plate F15: FLOOR — Foy's Floor Enamel Gray. WALLS — Velva-tone Old Rose. FURNITURE — 4-Hour Dri-Fast College Blue with Cerulean Blue trim.

## FLOOR ENAMEL (Overnight-Drying)

**A**N ATTRACTIVE floor is the foundation of a beautiful room. Foy's Floor Enamel with its rich and lasting lustre, gives a room distinction, enhances its other decorative features. Self-leveling, tough elastic. Dries hard overnight. Also for woodwork, concrete floors, shelving.



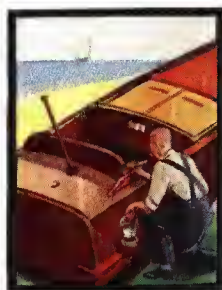
# 4 hour DRI-FAST ENAMEL



**F**LOWS on like liquid porcelain. Covers in one coat, without brush marks. Cleans like tile. You'll be amazed at the superior beauty of Dri-Fast. Resists hot water, acid, alcohol, ammonia, hard wear. In 24 sparkling colors, also clear. For furniture, toys, walls, woodwork, etc.

Foy's Dri-Fast is great, too, for autos, boats and other outdoor surfaces. A quart suffices for the average car, one good coat. Dust-free in an hour, ready to drive in 4!

**For Boats  
And Autos  
Too . . . .**



*Renew that cruiser or canoe with a coat of Foy's Dri-Fast Enamel, or Stain or Clear. Ready in 4 hrs.*

## 4-HOUR DRI-FAST STAIN

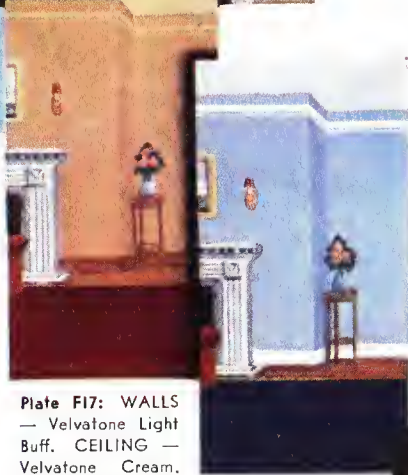
**T**HIS material stains and varnishes in a single, high-gloss coat. It dries hard quickly and resists cleaning agents, hot water, alcohol, wear. Will not mar or turn white. For renewing furniture, woodwork, stairways, floors. Choice of four shades; also Ground Color undercoat.



**Plate F16:** WALLS — (Room) Velvatone Pea Green; (Hall) Velvatone Warm Gray. CEILING — (Room) Velvatone Light Ivory. WOODWORK — 4-Hour Dri-Fast Enamel White. STAIR TREADS, and Rail — 4-Hour Dri-Fast Varnish Stain Mahogany.

## VELVATONE

**F**OR truly lovely walls, in soft, restful tints that can be kept fresh with soap and water, use Foy's Velvatone, the self-leveling, full-bodied oil paint that dries with a flat, velvet-like finish. Flows on without brush marks, dries hard overnight. For plaster, composition board, concrete, brick or metal walls, ceilings, woodwork, etc. in any room in the house, also theatres, offices.



**Plate F17:** WALLS — Velvatone Light Buff. CEILING — Velvatone Cream. WOODWORK — 4-Hour Dri-Fast Varnish Stain Walnut.

**Plate F18:** WALLS — Velvatone Azure Blue. CEILING — Pale Blue. WOODWORK — Dri-Fast Enamel White.



## PORCH AND DECK PAINT

**W**EATHERPROOF your porch with a coat of Foy's Porch and Deck Paint, the toughest, smoothest porch protection you can buy, for either wood or concrete. Its elastic body resists cracking or peeling under the most trying weather conditions, and its modern colors stand up under the hottest sun. Due to its intense hiding power, Foy's Porch and Deck Paint goes farther than ordinary porch finishes, and it dries with an enduring gloss that makes washing easy. It stubbornly resists scuffing heels and abrasion. Use it for any outdoor surface subject to exposure and rough usage, which you want to beautify. Note the four typical shades (chips) at the bottom of page.



Plate F19: FLOOR — Foy's Porch and Deck Paint Light Gray. CLAPBOARDS — Foy's Enamelized Rich Cream. SASH — Enamelized Outside White. TRIM — Foy's Enamelized Shutter Green.

## ROOF AND BARN PAINTS



**T**HRIFTY farmers buy Foy's Roof and Barn Paints because of the reputation these paints enjoy for dependable protection—whether it be Foy's No. 359 Red, Gray, or other Foy products for barns, silos, outbuildings, roofs, bridges, etc. No. 359 is a linseed-oil and red-oxide-of-iron paint of unusual value, for wood, brick, concrete or metal. Covers well, spreads far, lasts years.

### SUPER SHEEN ALUMINUM

A general-purpose aluminum paint of unusual, sustained brilliancy, in ready-mixed form. Applicable to wood, metal, concrete, brick. For roofs, barns, bridges, basement walls, implements, etc.

### SHINGLE STAIN

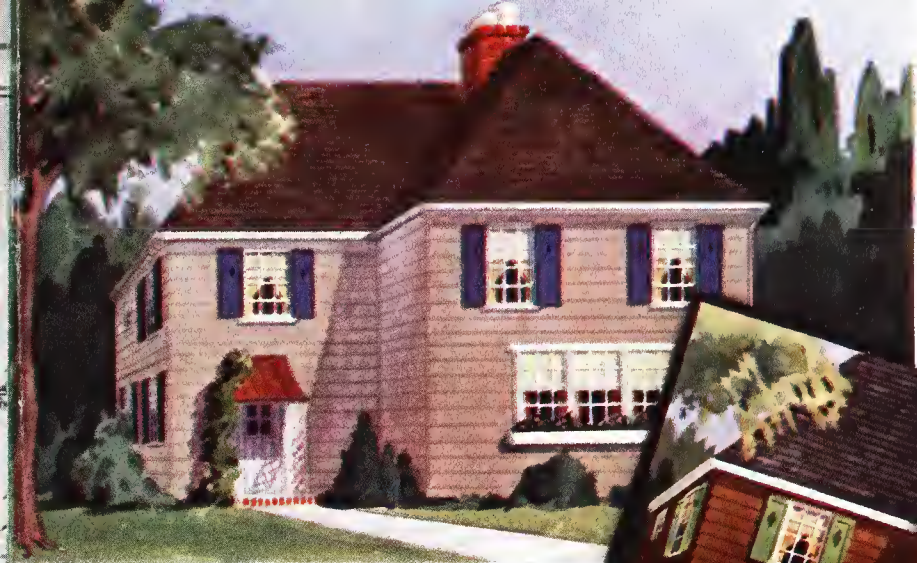
Foy's Creosote Shingle Stain is a highly-penetrative combination of creosote oil and finely ground, permanent colors, which preserves wood shingles or rough lumber to a remarkable degree against decay, splitting or warping. Dries with popular soft, flat finish. Can be applied either by brushing or by dipping.

### CONCRETE AND STUCCO PAINT

Foy's Concrete and Stucco Paint seals and finishes exterior walls or foundations of concrete, stucco, brick or plaster. Has wonderful adhering qualities. Dries with a slight sheen when two coats are applied. Made in White and Gray. Can be tinted to desired colors with Foy's Colors in Oil. Dries overnight.







**Plate F4 (above):** BODY — Foy's Enamelized Light Stone. SASH and Trim — Enamelized Outside White. SHUTTERS — Permadura Trim Color Tropical Blue. ROOF — Foy's Creosote Shingle Stain Light Brown.

**Plate F5 (right):** BODY — Foy's Enamelized Light Brown. SASH and Trim — Enamelized Outside White. SHUTTERS — Enamelized Pea Green. ROOF — Foy's Creosote Shingle Stain Gray.







**Plate F6 (above):** Body and Trim — Enamelized Light Ivory. SASH — Permadura Trim Verdi Green. SHUTTERS — Enamelized Shutter Green. ROOF — Creosote Shingle Stain Forest Green. CHIMNEY — Concrete Paint White.

**Plate F7 (right):** BODY — Shingle Stain Medium Red. SASH, Trim — Enamelized Light Tan. SHUTTERS — Permadura Trim Verdi Green. ROOF — Shingle Stain Gray. CHIMNEY — Concrete and Stucco Gray.





**Plate F8 (above):** BODY and Trim — Foy's Enamelized Outside White. SASH — Enamelized Rich Cream. SHUTTERS — Enamelized Dark Brown. ROOF — Foy's Creosote Shingle Stain Leaf Green.

**Plate F9 (right):** BODY — Foy's Enamelized Pure Gray. SASH and Trim — Enamelized Outside White. SHUTTERS — Enamelized Shutter Green. ROOF — Foy's Creosote Shingle Stain Dark Brown.







# ENAMELIZED HOUSE PAINT

14 LIGHT IVORY



9 RICH CREAM



37 PEA GREEN



35 DARK BROWN

27 AZURE BLUE



31 LIGHT STONE



23 LIGHT TAN



4 LIGHT BROWN



8 PURE GRAY



34 STEEL GRAY



\*43 SHUTTER GREEN



26 MAROON



Also made in 47 Outside Gloss White, 58 Inside Gloss White, 48 Inside Flat White, 49 Black; and other attractive colors. \*Shutter Green is somewhat higher in price.

## VELVA-GLOSS



LT. GRAY



CREAM



NILE GREEN



PEA GREEN



BUFF



LT. IVORY

ALSO OTHER ATTRACTIVE TINTS, AND WHITE

## PERMADURA TRIM COLORS



NUT BROWN



VERDI GREEN



TROPICAL BLUE

ALSO MADE IN: CHROME GREEN, MEDIUM AND DARK;  
AND VAN DYKE BROWN

## FLOOR ENAMEL



DARK TAN



GRAY



ORIENTAL YELLOW



OAK BROWN

AND OTHER COLORS



# VELVATONE FLAT WALL PAINT



72 AZURE BLUE



92 CORAL



60 CREAM



93 LIGHT IVORY



67 PEA GREEN



63 LIGHT BUFF

ALSO OTHER ALLURING COLORS, AND 76 WHITE

## 4-HOUR DRI-FAST ENAMEL



PEA GREEN



ORCHID



FRENCH GRAY



CERULEAN BLUE



JADE GREEN



LIGHT IVORY



ORANGE



MOROCCO RED

ALSO OTHER POPULAR COLORS, AND WHITE, BLACK, CLEAR

# PORCH AND DECK PAINT



LIGHT GRAY



LIGHT BROWN



CEMENT



DARK GRAY

ALSO AVAILABLE IN OTHER ATTRACTIVE SHADES

## CREOSOTE SHINGLE STAIN



GRAY



DEEP GRN.



MED. BRN.



DK. BRN.

ALSO OTHER INTERESTING SHADES, AND WHITE

## DRI-FAST VARNISH STAIN



No. 821  
LT. OAK



No. 825  
WALNUT



No. 823  
DK. OAK



No. 826  
MAHOG'Y

## ROOF PAINT



359 RED

## SUPER SHEEN



ALUMINUM  
ENAMEL